

More Bargains Every Day
At
The New Store
Worth & Gray
DEPARTMENT STORE
Successors to W. W. Moore
177 N. Liberty St. Salem, Or.

Pep and Progress Pages

Dedicated to Stimulating Our Present Industries
And to the Establishment of New Ones

The Way to Build Up Your Home Town
Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries
Is to Support Those You Have



SOUND TIRES
SOUND ALL AROUND
VICK BROS.
Trade and High

Eat a plate a day
WEATHERLY ICE CREAM
Sold everywhere
BUTTERCUP ICE CREAM CO.
P. M. Gregory, Mgr.
240 South Commercial Street Salem

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men--men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.

Why Suffer With Stomach Trouble when Chiropractic Will Remove the Cause
Your Health Begins When You
Phone 87
for an appointment
DR. O. L. SCOTT
P. S. C. Chiropractor
Ray Laboratory 414 to 419 U. S. Nat'l Bk. Bldg.
Hours 10 to 12 a. m. and 2 to 6 p. m.

DRY GOODS
NOTIONS
WOMEN'S
READY-TO-WEAR
FURS
CORSETS
Kelsoy Bros
466 State St. Phone 877

THE ELECTRIC HOUSEHOLD IS THE HOME OF COMFORT AND BEAUTIFUL DREAMS, OF LIGHT AND LAUGHTER AND GOOD CHEER; THE SUBTLE CURRENT BRINGS EFFICIENCY

It Gives Service Without Ostentation and Takes Away the Drudgery--The Salem Electric Company Studies the Needs of Salem and Supplies Them With the Conveniences and the Artistic Touches That Are Satisfying -- Mr. Barton Has Had Large and Varied Experience in the Line He Chose for His Life Work and His Labor of Love.

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A Lifetime Investment
That is what makes the buying of electrical equipment, for the home, for the shop, for the store, a splendid lifetime investment; as good in Salem which is nearly 40 miles from the nearest big generating station, as if one lived but a stone's throw from the giant turbines and the titanic, whirling generator.

The Electric Household.
There is hardly a house in Salem that is not wired for electric lights. There is not one but should have more pretentious electric service; washing machines, irons, sweepers, sewing machine motors, radiator heaters for auxiliary use, bath heaters for all-the-year service, breakfast grills, and a host of other specialized appliances. An electric blanket, for instance, and an electric water bottle for sickness, are sickroom boons almost like ether or radium. The electrical household is the home of comfort, of beautiful dreams, of light and laughter and good cheer--for the subtle current brings efficiency without dirt, relief without effort, service without ostentation, and takes away the drudgery leaving only joyful realization of things well done.

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Dreaming of Service.
"We've thought and dreamed electrical home service," says Mr. F. S. Barton. "It is an obsession, perhaps. But a mighty helpful one. The people today have better eyes, rather than poorer, because of the electrical lights. The women are coming to have better figures, better health, better color, better spirits, because of the electrical aids in their homes. The business man wastes infinitely less time in chasing all over his store, where he can install a buzzer system for signals that speak plainer



F. S. BARTON

man spends the time in the things that can't be done electrically.

The Pleasure of It.
"It is a genuine pleasure to sell electrical stuff, and to install it. It is some of the pleasure of the artist, of the skilled mechanic, of the explorer, who does something worth while in a workmanlike way. The business is growing steadily, year by year, and the Masonic building has never had as well-pleased a tenant as the Salem Electric company."

The Electrical House
The new Barton home, at 901 North Capitol, was laid out with the special idea of demonstrating just how comfortable, convenient, economical an "electrical home" can be. It is much more elaborately wired than most homes, with the idea of saving household labor. At every door there is a light switch, and an appliance connection, for vacuum sweeper or any kind of light power service. These connections are up high enough that one need never stoop to insert the appliance plug.

The kitchen range, like all good electrical ranges, is automatic, so that the heat is shut off by thermostatic control when it reaches above a suitable heat for the quality of baking required. An electric range costs somewhere from \$3 to \$4 a month for the average family. It uses comparatively little current, for the reason that most of the cooking is done in a hermetically sealed oven, where the insulated walls retain the heat and make it all effective--like a fireless cooker, and the automatic shut-off stops all current use until the oven cools again.

Electric Bath Heater.
An electrical bath heater, such as used in the Barton home, costs \$2.65 a month on a flat rate for Salem for the average family. The heat is on all the time, and there is enough water for bath, for laundry, for every possible domestic use.

In the basement is an electrical laundry, with mangle, water heater and washer. In the dining room there is an electrical sideboard, with glassed-in compartments for all the dozen little table conveniences--grill, toaster, percolator, teapot, egg-boiler, etc.--with plug connections for four appliances at one time. One can sit there at the table and cook a whole meal without ever rising from the chair.

A Wonderful Servant.
Mr. and Mrs. Barton take pleasure in showing their home to interested guests or patrons, to demonstrate just what a convenience it is to have such a wonderful servant in the house. Both of them are engaged at the Salem Electric store, and their time is valuable, so they have secured the services of a valet and butler and maid and cook all in one, that does not strike, or go out of evenings when needed at home, or break the finest china, or burn the roast or soil the table linen or steel the eggs when they are highest in price--the Electric Servant.

Eyes Tested
Glasses Fitted
Lenses accurately duplicated. Optical repairs carefully and promptly made.
Hartman Bros.
Jewelers and Opticians
Salem, Oregon

KING'S FOOD PRODUCTS COMPANY
Dehydrators and Canners
Oregon Fruits and Vegetables
Salem Portland The Dalles Oregon

It is estimated that the Columbia River basin of Oregon, Washington, Idaho and a part of British Columbia, has one-third of all the water power possibilities of the United States; approximating 20,000,000 horse power for this one-third, within one-thirteenth of the total national area.

What a marvelous foundation for industry and comfort! A short generation ago, no such thing was known as the long-distance transmission of power. Manufacturing and industrial cities were built up around the river where water power could be developed, or at or near the coal mines that furnished cheap power fuel; except where shipping or other overshadowing advantages more than overbalanced the cost of shipping coal, there are almost no industrial cities away from the sources of the power that ran them.

But now, electricity is carried by wire, 200 miles and more from the source of its production, without prohibitive loss in its efficiency at the point of delivery. The development of higher voltages, larger cable installations that reduce losses, and the transmission in larger quantities that still further increase the efficiency of delivery, shorten the miles and increase the range until transmission lines of 500 miles may easily be achieved.

"Made" for Electricity
This immediate section of Oregon, with its healthful and enjoyable climate, with its verdure that captivates the eye, with its soil and its timber and its many resources, was "made" for electricity. Indeed, almost every inch of the great Columbia watershed can be reached and served, even at the present stage of development of electricity, by current from some feasible power plant within its 280,000-square-mile basin. Why, most of the territory would be within the 500-mile radius from any one great central plant, like the ultimate 1,000,000 h. p. plant at Celilo Falls, of the series on the Deschutes river. Two million, ten million horse power, right at our doors!

Pioneers Did Not See It
The Oregon pioneers visualized some of the wonders of the land they reclaimed from the wilderness; but one thing they did not see, even dimly--its electricity. They believed then the current hearsay that there never could be mills or other pioneer industries, anywhere away from the streams where the water wheel could work face to face with the beginning and the end of factory process.

Oregon City, with the great falls of the Willamette, seemed to them like the capital of a new industrial world, because of its power. The woolen mill at Brownville, and all the early flouring mills built on the streams where they could secure a fall of water, followed this belief. Even as late as 1891, when the Kay woolen mill was built at Kingston, it was located far from railroad or water transportation, from adequate labor supply, from every social advantage that makes industry permanent, because there was no way to transport the river power to a more satisfactory locality.

But now, Salem, with only the little power secured from Mill creek for the Kay mill, the water works and the paper mill, an aggregate of only about a little more than 300 h. p. so far developed, is hooked up with a series of powerplants already aggregating 100,000 horse power, on the 300-mile circuit of the Portland Railway, Light & Power com-

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Save Work and Worry by having your laundry work done by the
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136 Liberty St. Phone 25

Wiring Fixtures
Mazdas
Electrical Appliances
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"If it's electric, come to us."
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OWPCO.
Broom Handles, Mop Handles, Paper Plugs, Tent Toggles, all kinds of Hardwood Handles Manufactured by the
Oregon Wood Products Co.
West Salem

Our efforts will be to assist in every possible way the development of the fruit and berry industries of this valley.
OREGON PACKING COMPANY

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Quality and Service
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Terwilliger Funeral Home
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SALEM BAKING CO.

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Made in Salem
This is the only monument works in Salem
Big Stock on Display
Capital Monumental Works
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349 S. 12th St. Phone 813

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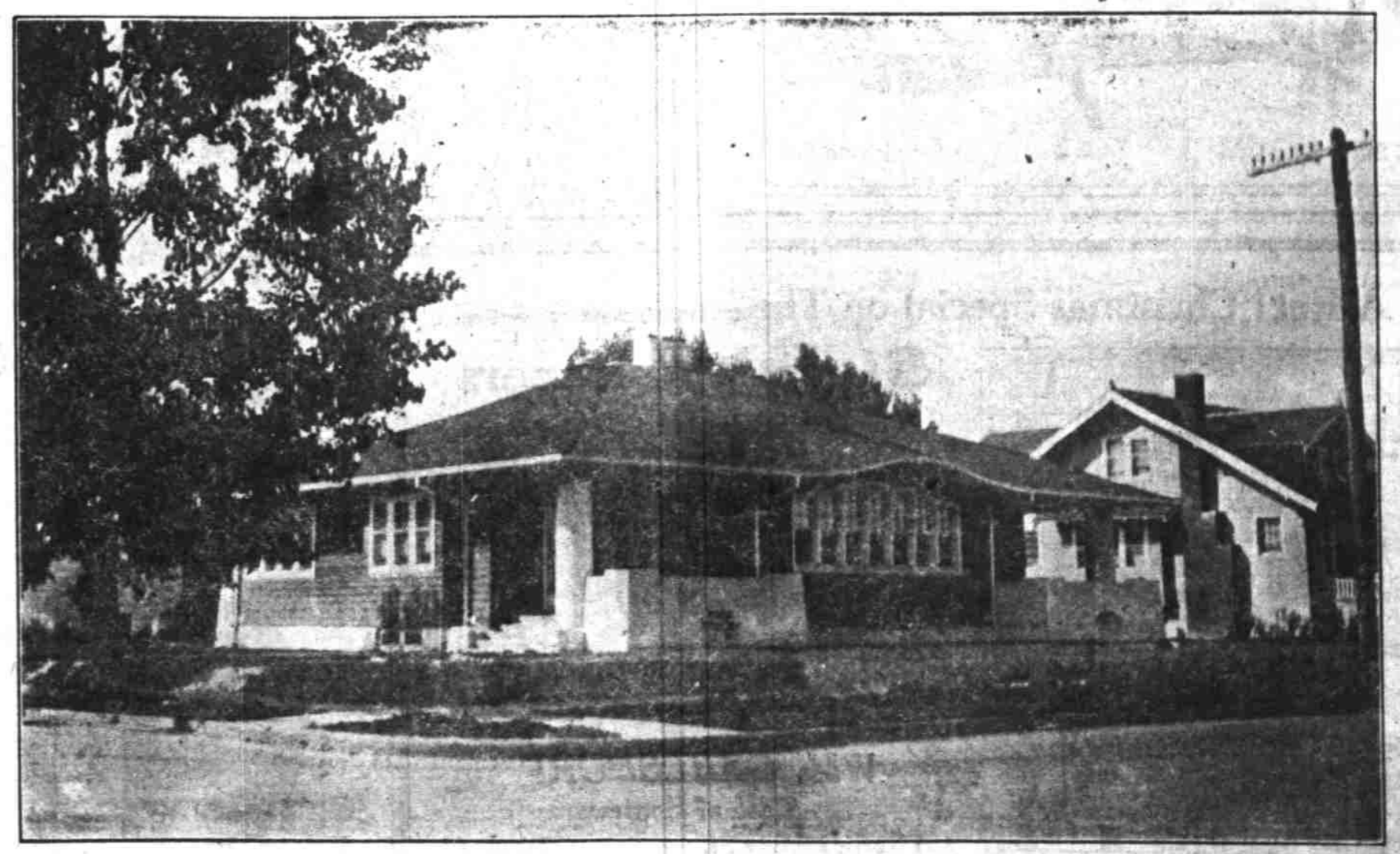
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by experienced Swiss Cheese maker
Swiss Cheese
Cream Brick Cheese
Limberger Cheese
Order from the factory or from your grocer
Salem Cheese Factory
Phone 81F11
On paved reform school road, southeast of Salem

We Are Out After Two Millions
We are now paying over three quarters of a million dollars a year to the dairymen of this section for milk.

"Marion Butter"
is the Best Butter
More cows and better cows is the crying need
MARION CREAMERY & PRODUCE CO
Salem, Ore. Phone 2488

BETTER YET BREAD
It Satisfies
Made By **MISTLAND BAKERY**
12th and Chemeketa
Order from your grocer

Seamless Hot Water Bottles and Combination Syringes
Guaranteed Not To Leak
Prices from \$1 up
Brewer Drug Co.
405 Court St. Phone 184



"THE HOME ELECTRICAL"
The Barton home, 901 North Capitol, is a realization of practically every convenience that modern electrical science had offered for home comfort and convenience. It is "A Dream" of efficient service

(Continued on page 3)